

Message Text

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44

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TAGS: BEXP, BC

SUBJECT: INVESTMENT: CAMPBELL SOUP COMPANY

REF: A. STATE A-3596
B. GABORONE 0779
C. GABORONE 0944

1. PERMANENT SECRETARY, MINISTRY OF AGRICULTURE, IN LETTER DATED AUGUST 8 INDICATES GOB VERY INTERESTED IN CAMPBELL SOUP INVESTMENT BOTSWANA AND WOULD WELCOME ACTION BY USG ENCOURAGE VISIT BY FIRM'S REPS. FOLLOWING ADDITIONAL INFORMATION CONTAINED IN LETTER.

2. QTE BOTSWANA OFFERS A UNIQUE DISEASE FREE ENVIRONMENT FOR THE GROWING OF HORTICULTURAL CROPS, MUSHROOMS, TRUFFLES AND OTHER COMMODITIES, EITHER FOR FRESH PRODUCE OR FOR CANNING. ONE COMPANY, SANITAS INC., IS ALREADY ENGAGED IN THE LOCAL PRODUCTION OF VIRUS FREE PLANTING MATERIALS FOR EXPORT. WE ALSO HAVE A UNDP RESEARCH PROJECT INTO THE PRODUCTION OF IRRIGATED HORTICULTURE AND TREE CROPS IN THE NORTHWEST OF THE COUNTRY, AND WE HAVE SMALL SCALE PILOT PROJECTS IN COM-
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MERCIAL MARKET GARDENING IN THE EASTERN PART OF HE COUNTRY.

HE BOTSWANA DEVELOPMENT CORPORATION IS PRESENTLY ENGAGED IN IRRIGATED AGRICULTURE AT TWO LOCATIONS, ONE ON THE LIMPOPO AND THE OTHER BETWEEN GABORONE AND OBATSE. DISCUSSIONS WITH THE GENERAL MANAGER OF THE BDC INDICATE THAT THEY WOULD BE GREATLY INTERESTED IN POSSIBLE JOINT VENTURES WITH THE CAMPBELL SOUI COMPANY. LOCATION IN BOTSWANA OF COURSE OFFERS DISTINCT ADVANTAGES OF ACCESS TO THE SOUTHERN AFRICAN COMMON MARKET AREA AS WELL AS EXPORT POSSIBILITIES TO THE REST OF AFRICA. BY COPY OF THIS LETTER I AM ASKING THE GENERAL MANAGER OF THE BDC TO FOLLOW UP ON ANY FURTHER INFORMATION YOU MAY REQUIRE. MY MINISTRY IS PREPARED TO OFFER WHATEVER ASSISTANCE WE CAN PROVIDE TO HELP OBTAIN THE TECHNOLOGICAL AND INVESTMENT EXPERTISE NECESSARY FOR FURTHER DEVELOPMENT OF AGRICULTURAL INDUSTRY UNQTE.

3. WE WOULD APPRECIATE REPORT ON CAMPBELL'S REACTION FOR POSSIBLE FOLLOW-UP WITH BOTSWANA DEVELOPMENT CORPORATION. WILL CAMPBELL BE REPRESENTED ON FOOD PROCESSING AND PACKAGING EQUIPMENT TRADE MISSION IN SWAZILAND OCTOBER? CAN CAMPBELL SEND REPRESENTATIVE TO BOTSWANA AT THAT TIME?
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